CLAIMS

1. In a system comprising an imaging device that is operatively coupled across a network to a server computer, a method comprising:

detecting, by the imaging device, a media ID from print media;
responsive to detecting the media ID, downloading a set of media
parameters corresponding to the Media ID from the server computer; and

automatically configuring the imaging device based on the media parameters.

- 2. A method as recited in claim 1, wherein detecting the media ID is performed responsive to determining that print media has been loaded into a print media supply tray or roll that is coupled to the imaging device.
- 3. A method as recited in claim 1, wherein detecting the media ID is performed responsive to receiving an imaging job request.
- 4. A method as recited in claim 1, wherein downloading the media parameters further comprises:

communicating, by the imaging device, a media parameter request message to the server computer, the media parameter request message comprising the media ID; and

receiving a media parameter response message comprising the media parameters from the server computer.

5. An imaging device comprising:
a memory comprising computer-executable instructions; and

a processor operatively coupled to the memory, the processor being configured to fetch and execute the computer executable instructions from the memory, the computer-executable instructions comprising instructions for:

detecting, by the imaging device, a media ID from print media;

responsive to detecting the media ID, downloading a set of media parameters corresponding to the Media ID from a server computer that is operatively coupled to the imaging device across a network; and

automatically configuring the imaging device based on the media parameters.

- 6. An imaging device as recited in claim 5, wherein the instructions for detecting the media ID are performed responsive to computer-executable instructions that make a determination that print media has been loaded into a print media supply tray or roll that is coupled to the imaging device.
- 7. An imaging device as recited in claim 5, wherein the instructions for detecting the media ID are performed responsive to computer-executable instructions indicating that an imaging job request has been received.
- **8.** An imaging device as recited in claim 5, wherein the instructions for downloading the media parameters further comprise instructions for:

communicating, by the imaging device, a media parameter request message to the server computer, the media parameter request message comprising the media ID; and

receiving a media parameter response message comprising the media parameters from the server computer.

9. An imaging device as recited in claim 5, wherein the computer-executable instructions further comprise instructions for:

responsive to downloading the media parameters, updating a look-uptable to map the media ID to the media parameters.

10. An imaging device as recited in claim 5, wherein the computer-executable instructions further comprise instructions for:

responsive to downloading the media parameters, updating a look-uptable to map the media ID to the media parameters such that the look-up-table only indicates most recently used media ID to media parameter mappings.

11. A computer-readable medium comprising computer-executable instructions, the computer-executable instructions comprising instructions for detecting, by an imaging device, a media ID from print media;

responsive to detecting the media ID, downloading a set of media parameters corresponding to the Media ID from a server computer that is operatively coupled to the imaging device across a network; and

automatically configuring the imaging device based on the media parameters.

12. A computer-readable medium as recited in claim 11, wherein the instructions for detecting the media ID are performed responsive to computer-executable instructions hat make a determination that print media has been loaded into a print media supply tray or roll that is coupled to the imaging device.

- 13. A computer-readable medium as recited in claim 11, wherein the instructions for detecting the media ID are performed responsive to computer-executable instructions indicating that an imaging job request has been received.
- 14. A computer-readable medium as recited in claim 11, wherein the instructions for downloading the media parameters further comprise instructions for:

communicating, by the imaging device, a media parameter request message to the server computer, the media parameter request message comprising the media ID; and

receiving a media parameter response message comprising the media parameters from the server computer.

15. In a system comprising a server computer that is operatively coupled across a network to an imaging device, a method comprising:

receiving, by the server computer, a media parameter request message comprising a media ID that corresponds to print media, the media parameter request message having been communicated to the server computer by the imaging device;

responsive to receiving the media parameter request message, evaluating a remote look-up-table to determine a set of media parameters that correspond to the media ID; and

downloading the media parameters to the imaging device.

16. A method as recited in claim 15, wherein downloading the media parameters further comprises:

communicating, by the server device, a response message to the imaging device that comprises the media parameters.

17. A computer-readable medium comprising computer-executable instructions, the computer-executable instructions comprising instructions for:

receiving, by a server computer, a media parameter request message comprising a media ID that corresponds to print media, the media parameter request message having been communicated to the server computer by an imaging device that is operatively coupled to the server computer across a network;

responsive to receiving the media parameter request message, evaluating a remote look-up-table to determine a set of media parameters that correspond to the media ID; and

downloading the media parameters to the imaging device.

18. A computer-readable medium 17, wherein the instructions for downloading the media parameters further comprise instructions for:

communicating, by the server device, a response message to the imaging device that comprises the media parameters.

19. A server computer comprising computer executable instructions as recited in claim 17.

20. A system comprising:

an imaging device and a server computer that is operatively coupled to the imaging device across a network;

wherein the imaging device is configured to:

- (a) detect a media ID from print media;
- (b) responsive to detecting the media ID, download a set of media parameters corresponding to the Media ID from the server computer; and
- (c) automatically configure imaging operations based on the media parameters.
- **21.** A system as recited in claim 20, wherein the server computer is configured to:

receive a media parameter request message comprising a media ID that corresponds to print media, the media parameter request message having been communicated to the server computer by the imaging device;

responsive to receiving the media parameter request message, evaluate a remote look-up-table to determine a set of media parameters that correspond to the media ID; and

download the media parameters to the imaging device.